



**Public Forum #2**  
**December 8, 2015**

**North Amherst Village Center Intersection**

# North Amherst Village Center Intersection

## •Purpose



- To consider alternatives for redesign & relocation of the Montague Road & Sunderland Road intersection
- To plan for the future for this part of North Amherst Village Center

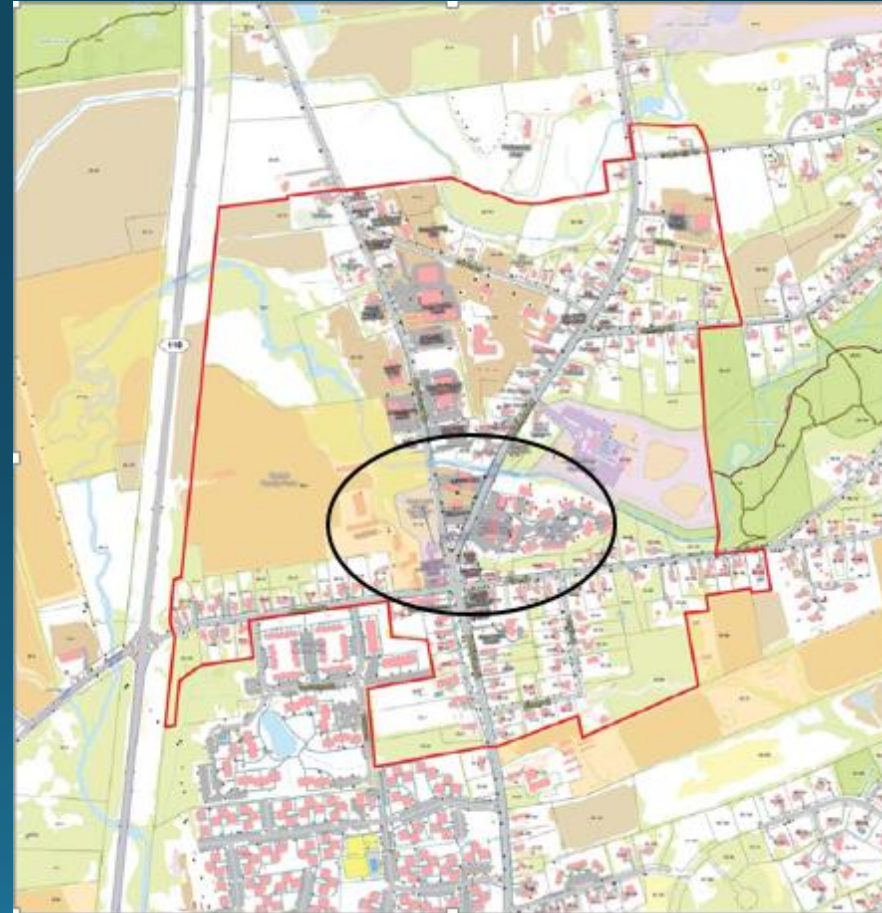
(B-VC – Business Village Center zoning already in place)

# North Amherst Village Center Intersection

- What are we trying to accomplish in the Village Center?
  - Move traffic
  - Provide pedestrian and bicycle safety and convenience
  - Develop a beautiful and vibrant village center

# North Amherst Village Center Intersection

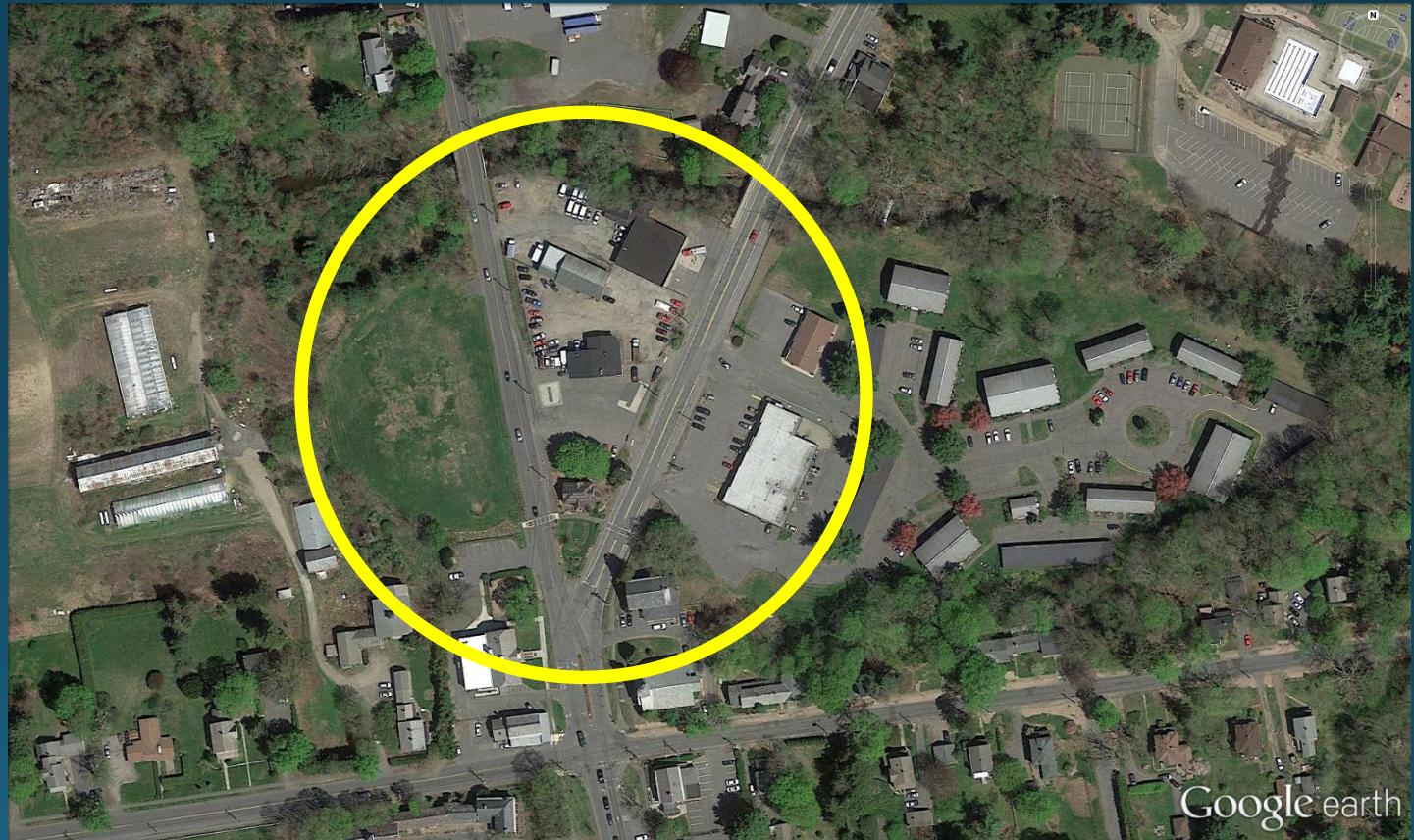
- Areas of Focus
  - 2011 Cecil Group Project = 
  - 2015 Intersection Forum = 





# North Amherst Village Center Intersection

- **Area of Focus**
    - 2015 Intersection Forums
- Focus on “Y”  
Intersection



# North Amherst Village Center Intersection

- **What will we be doing tonight?**

- Review results of June 24<sup>th</sup> public forum, including comments since June 24<sup>th</sup>
- Review discussions by Planning Board, Transportation Task Force & Public Works Committee since June 24<sup>th</sup>
- Focus on a Concept
- Discuss preferences about streetscape options
- Discuss next steps

# North Amherst Village Center Intersection

- **What have we done so far?**

- Spring 2011 - Town hired The Cecil Group of Boston to work on village center design plans and potential zoning amendments

Steve Cecil



# North Amherst Village Center Intersection

## Some Themes from May 2011 Workshop

- **Improve Circulation**

- A. Fix intersections & improve traffic
- B. Improve Pedestrian/Bicycle Connections & Safety
- C. Improve Public Transit
- D. Address Parking Needs

See website for all results:

<https://www.amherstma.gov/2164/North-Amherst-Village-Center-Intersectio>



# North Amherst Village Center Intersection

## Some Themes from May 2011 Workshop

- **Improve the 'Core' of Shared Village Center Civic Uses**
  - A. Improve & Enhance Space for Civic Uses
  - B. Improve & Expand Library as a Priority Village Center Resource
  - C. Create Shared Central Open Space & Recreation for the Village Center

See website for all results:

<https://www.amherstma.gov/2164/North-Amherst-Village-Center-Intersection>

# North Amherst Village Center Intersection

- Sketches from May 2011 Design Workshop
- Improved intersection, more green/civic space and interaction with the river



# North Amherst Village Center Intersection

- Cecil Group Report -  
Summary of Results  
of Design Workshop  
of May 7, 2011

## SUMMARY OF RESULTS

### NORTH AMHERST VILLAGE CENTER

#### Public Design Workshop

Saturday, May 7, 2011

#### Summary of Results



#### Workshop Background and Purpose

The Town of Amherst has retained The Cecil Group to prepare village center design plans and form-based zoning amendments for the North Amherst Village Center Planning Area. To initiate the planning and public participation process, The Cecil Group, together with staff from the Amherst Planning Department, conducted a Public Design Workshop on Saturday, May 7, 2011 at the North Amherst Parish Hall. The focus was on major topics within the context of the overall planning, design and regulatory objectives for the North Amherst Village Center. A total of 54 citizens signed in and an estimated 25 additional members of the community participated in the workshop. The purpose of the Design Workshop was to provide an interactive and visually-oriented process that introduced the public to the overall village planning objectives and engaged them in design and development opportunities. The planning team worked with community participants to define development scenarios that could then be translated into appropriate conceptual plans and form-based zoning for the village center.

#### General Goals Session

As participants arrived, they were provided with a *village center fact sheet* outlining general trends and conditions in the North Amherst Village Center. A series of base maps, plans and photos were on display and used to identify specific locations for future changes and enhancements. Participants were divided into 3 groups and solicited for input regarding challenges, opportunities and goals for the North Amherst Village Center. The objective of this exercise was to identify prevailing attitudes and opinions as to what makes a "good place." Participants were asked to identify their priority concerns and opportunities under three (3) key categories as defined and described below:



# North Amherst Village Center Intersection

- **What has changed since 2011?**
  - **Amherst Zion Korean Church** has joined the community
  - **Amherst Survival Center** has moved to a new home
  - **PVTA** bus service has an improved route to Amherst Survival Center
  - **Trolley Barn** is complete, with four new apartments and two new businesses – **The Loft** and **Bread and Butter Restaurant**
  - **Pine Street** improvements are complete
  - **Cowls Road** is paved and a sidewalk is installed
  - **Atkins Farm Market** is now open



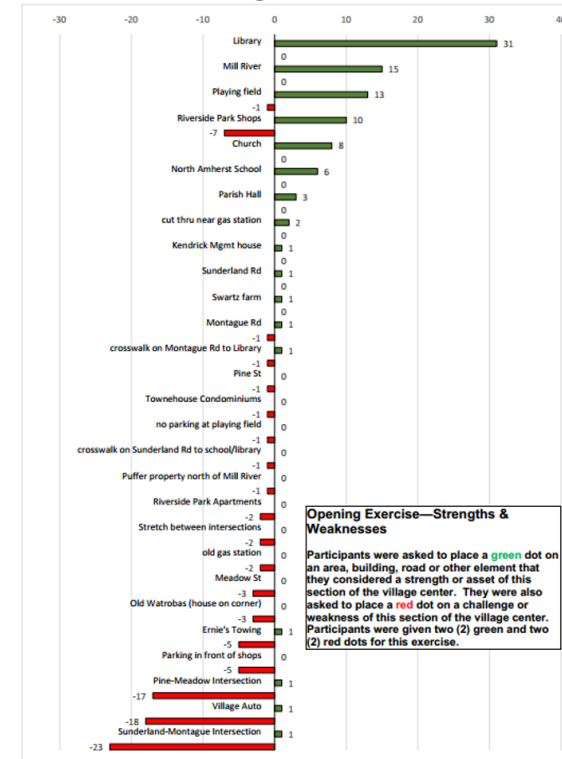
# North Amherst Village Center Intersection

- **Activities of June 24<sup>th</sup>**
  1. Opening exercise – Strong and Weak Places
  2. Illustrations from Cecil Group project – What still resonates?
  2. Photographs of existing conditions – Likes and Dislikes
  3. Conceptual plans of intersection – 4 plans
- **Results of discussions are available on table**

# North Amherst Village Center Intersection

- Strong and Weak Places -  
Summary of Results  
Opening Exercise  
June 24<sup>th</sup> Forum

Summary of Comments from June 24 Opening Exercise -  
Strong/Weak Places



# North Amherst Village Center Intersection

- **Likes and Dislikes included:**
- **Likes** – Library, river, field, farm, church, shops, Mill River Rec Area, old beautiful buildings, etc.
- **Dislikes** – 5-way intersection, dangerous driving, speeding cars, not walkable, dangerous crosswalks, auto repair/towing place with chain link fence, lack of access to the river, etc.

# North Amherst Village Center Intersection

- **Agenda for December 8<sup>th</sup>**

1. Activity – Survey of Preferences – Roadways and Streetscape - led by members of SB, PB, and PWC
2. Slide presentation on village center design principles
3. Update on Meadow/Pine/North Pleasant Street
4. Update on discussion with landowners
5. Presentation and discussion of 4 concepts
6. Activity – Village Center Future Uses – led by SB, PB & PWC
7. Concluding statement and next steps



# North Amherst Village Center Intersection

- We look forward to hearing from you
- Thank you for coming